Orders	Order / Rev:	107678	_	
	Alt Order #:	06862317	_	TIP 1
	Product Desc:	ISSUE	_	HD
	Estimate:	2028	_	KSNV
	Flight Dates:	10/11/12 - 10/20/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/10/12 / 10/10/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	HMP/ AFSCME	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	49	\$110,300.00	\$93,755.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$110,300.00	\$93,755.00	0.00
Totals	49	\$110,300.00	\$93,755.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	36%	\$110,300.00
Market	100%	\$306,388.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$85,788.89
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$55,150.00
KTUD	1%	\$3,063.89
KVVU	14%	\$42,894.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$9,191.67

L	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
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				M-F 5-6a WakeUp v	//Wagners						
	WAKE (JP WITH T	HE WAGN	IERS							
	Sta	t Date I	End Date	Weekdays S	oots/Week	Rate	Rating				
	Week: 10/	11/12	10/17/12	MTWTF	4	\$1,200.00	0.00				

Print Date: 10/10/12 12:50:01 Page 2 of 3

Order / Rev: 107678

Advertiser: HMP/ AFSCME

06862317 Alt Order #:

ISSUE Product Desc:

Flight Dates: 10/11/12 - 10/20/12 Estimate: 2028 **KSNV**

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Print Date: 10/10/12 12:50:02 Page 3 of 3

KSNV

Order / Rev: 107678

107070

Advertiser: HMP/ AFSCME

Estimate:

Alt Order #: 06862317

Product Desc: ISSUE

Flight Dates: 10/11/12 - 10/20/12

2028

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) NEWS 4 AT 430P Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF- -\$1,800.00 Week: 10/11/12 10/17/12 2 0.00 E14 KSNV 10/11/12 10/17/12 M-F Early News СМ 5-630p MTWTF--:30 2 \$3.600.001 0.00 NM 2 \$7,200.00 M-F Early News EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22 Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/11/12 10/17/12 MTWTF--\$3.600.00 0.00 E 15 KSNV 10/13/12 10/13/12 Weekend Jeopardy/WheeM 630-730pm ---S-:30 1 \$1,050.001 0.00 NM \$1,050.00 WKND Jeop/Wheel JEOPARDY/ Wheel of Fortune Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 ---S-0.00 Week: 10/08/12 \$1,050.00 M-F Jeop/Wheel MTWTF--E 16 KSNV 10/11/12 10/17/12 CM 630-730pm :30 5 \$3,400.001 0.00 NM \$17,000.00 M-F Jeopardy/Wheel of Fortune **JEOPARDY** Weekdays Start Date **End Date** Spots/Week Rating Rate 10/17/12 MTWTF--Week: 10/11/12 5 \$3,400.00 0.00 MTWTF--E 17 KSNV 10/11/12 10/17/12 FacetoFace/Ralston RepCM 730-758pm :30 3 \$1,800.001 0.00 NM 3 \$5,400.00 FacetoFace/Ralston Report FACE TO FACE Weekdays Rating Start Date **End Date** Spots/Week Rate 10/17/12 MTWTF--Week: 10/11/12 3 \$1,800.00 0.00 E 18 KSNV 10/15/12 10/15/12 Mon PR 8-10p СМ 8-10pm M- - - - -:30 1 \$8,000.001 0.00 NM \$8,000.00 Monday Prime 8-10pm THE VOICE Spots/Week Start Date **End Date** Weekdays Rate Rating 10/21/12 M- - - - -\$8,000.00 Week: 10/15/12 0.00 E 19 KSNV 10/17/12 10/17/12 Wed PR 9-10p --W----СМ 9-10pm :30 1 \$8,000.001 0.00 NM \$8,000.00 Wednesday Prime 9-10pm LAW & ORDER Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 - - W- - - -\$8,000.00 0.00 Fri 10-11p E 20 KSNV 10/19/12 10/19/12 CM 10-11pm ---F--:30 1 \$6,400.001 0.00 NM \$6,400.00 Friday Prime 10-11pm DATELINE NBC Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---F--\$6,400.00 0.00 Jeopardy in PRIME E 21 KSNV 10/14/12 10/14/12 M-SA 8-11p / SUN-----S CM 1 \$2,400.001 0.00 NM \$2,400.00 :30 Jeopardy in Prime Jeopardy Spots/Week Start Date End Date Weekdays Rating Rate 10/14/12 \$2,400.00 Week: 10/08/12 0.00 E 22 KSNV 10/11/12 10/17/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 2 \$2,800.001 0.00 NM \$5,600.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/11/12 10/17/12 MTWTF--\$2,800.00 0.00 E 23 KSNV 10/14/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm 2 \$2,800.001 0.00 NM ----S :30 \$5,600.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/08/12 10/14/12 - - - - - S \$2,800.00 0.00